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**Setton et al.**

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(54) **VIDEO MESSAGING**

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(58) **Field of Classification Search**

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H04N 7/147

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See application file for complete search history.

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(56)

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<b>H04N 7/14</b>	(2006.01)
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<b>G06Q 30/06</b>	(2012.01)

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*Primary Examiner* — Melur Ramakrishnaiah

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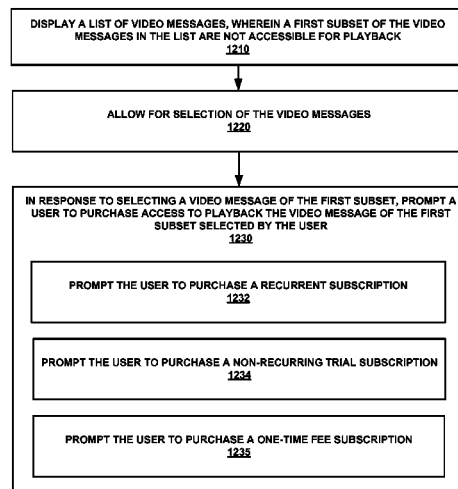
(57)

**ABSTRACT**

A method for video messaging includes recording a video message, at a device, for a recipient; and selecting a contact as a recipient of the video message, at the device, without requiring typing at the device.

**5 Claims, 12 Drawing Sheets**

**1200**



(56)

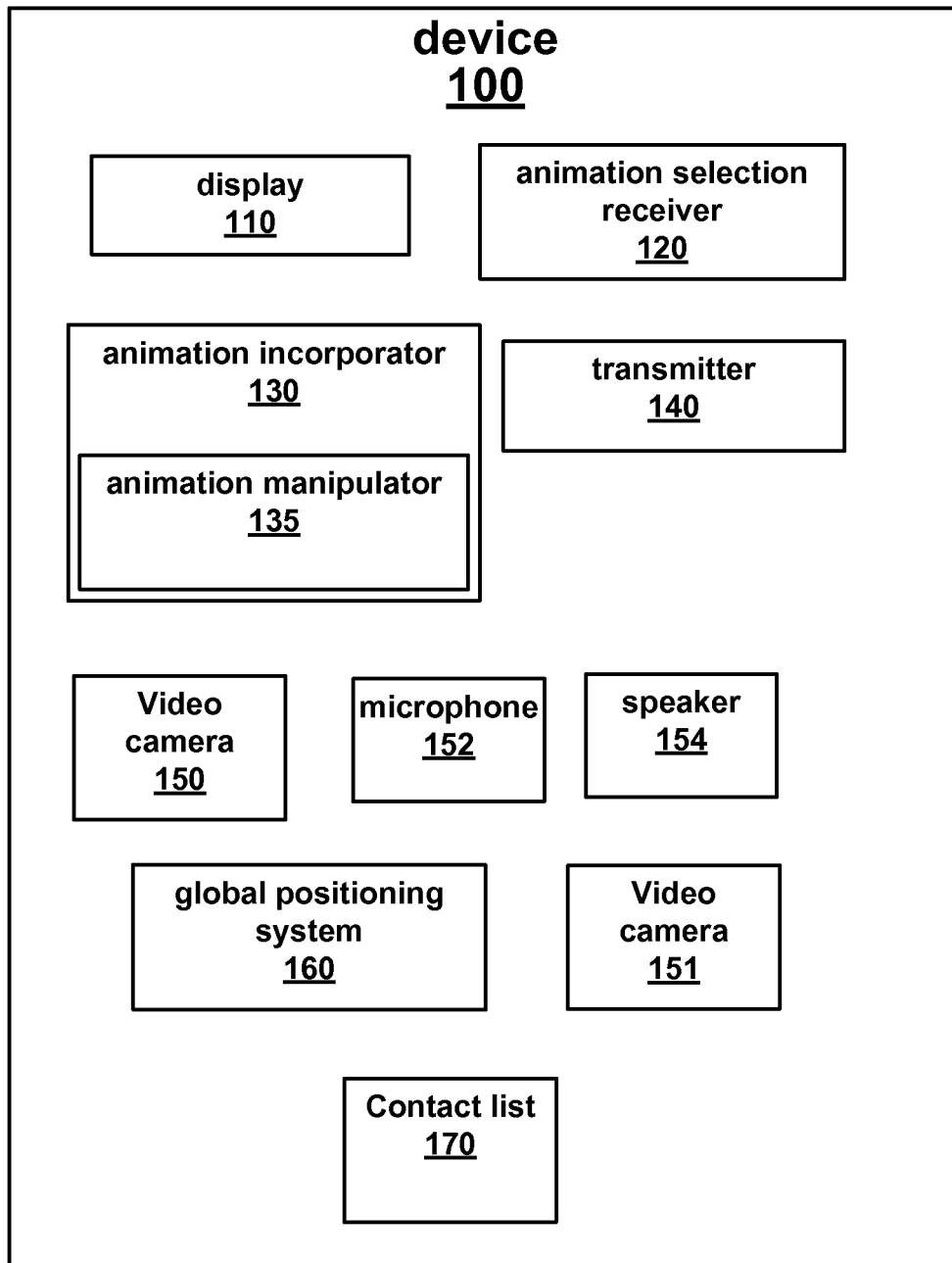
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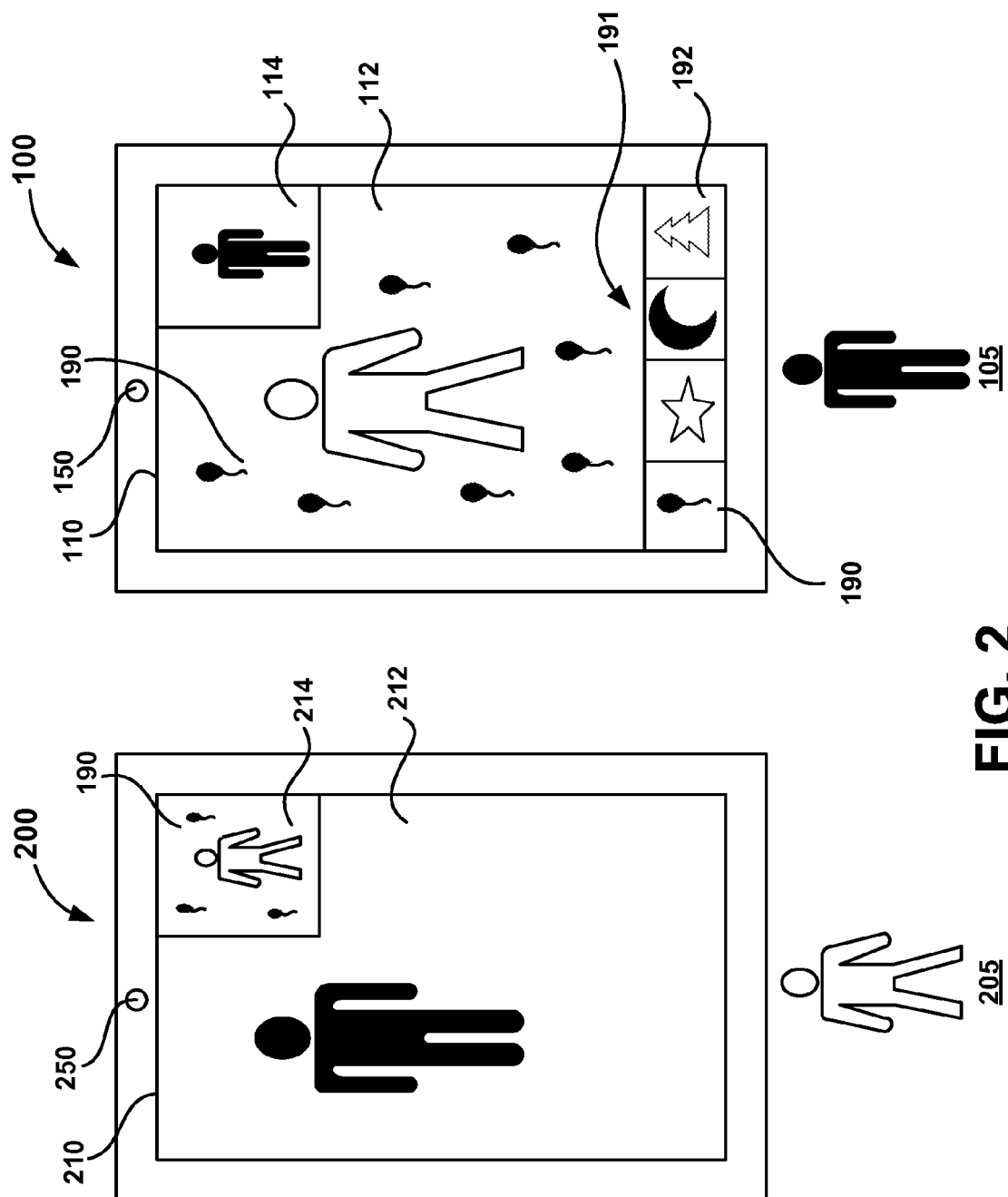
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**FIG. 1**



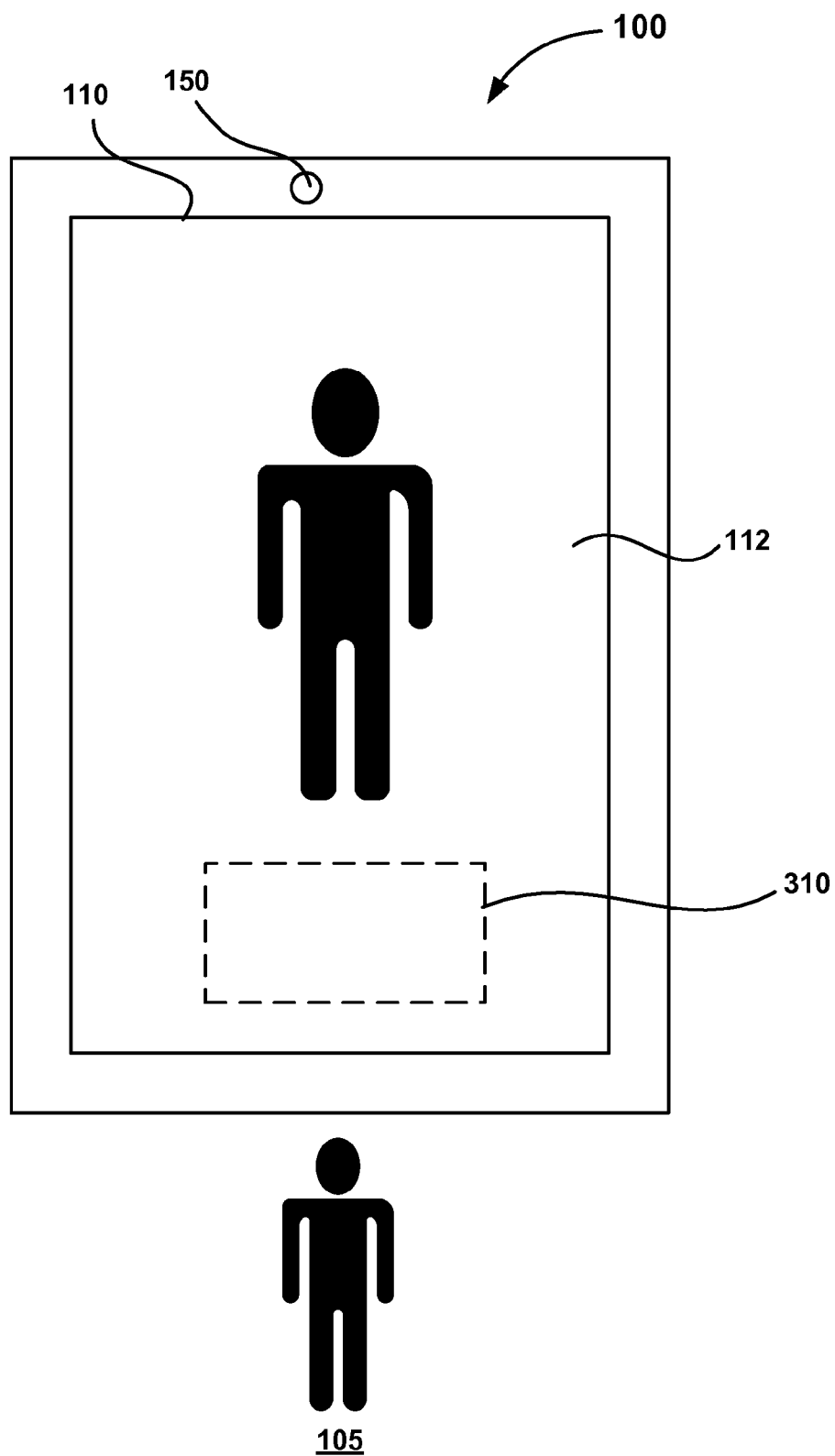
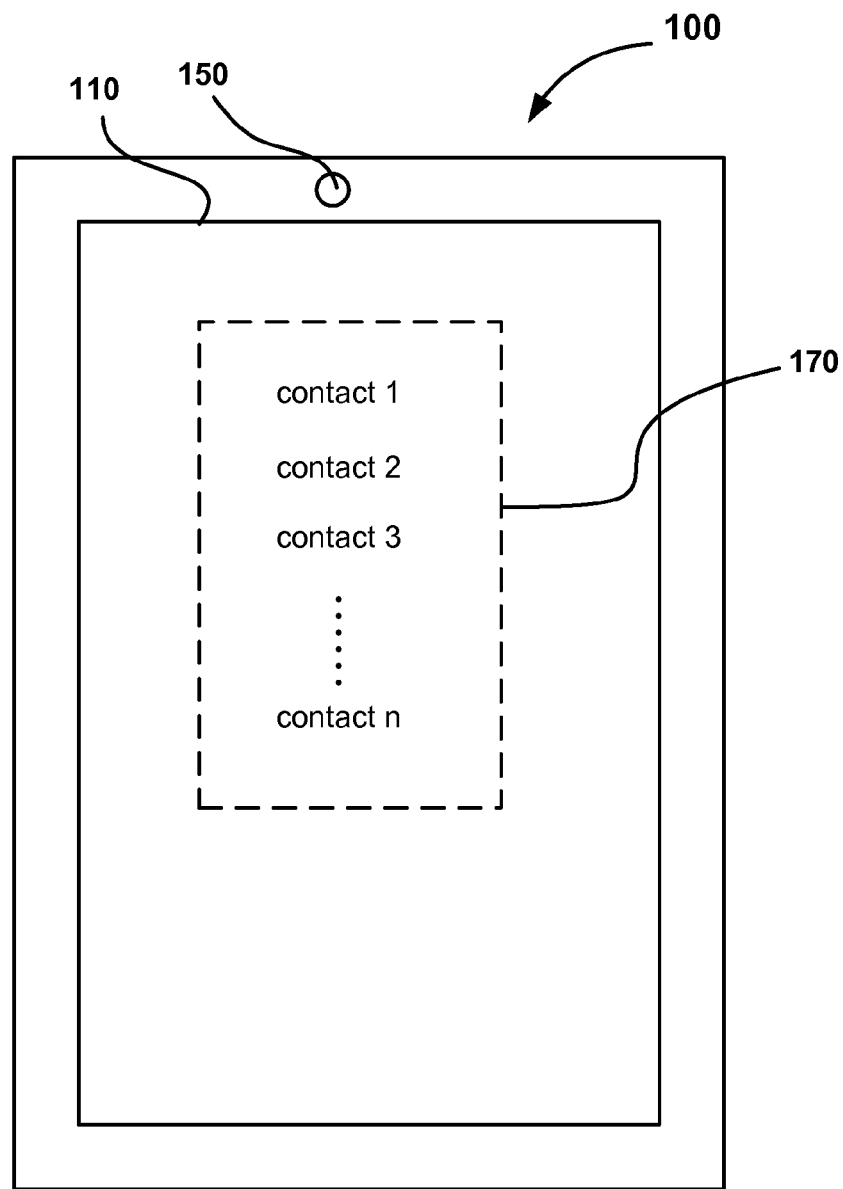
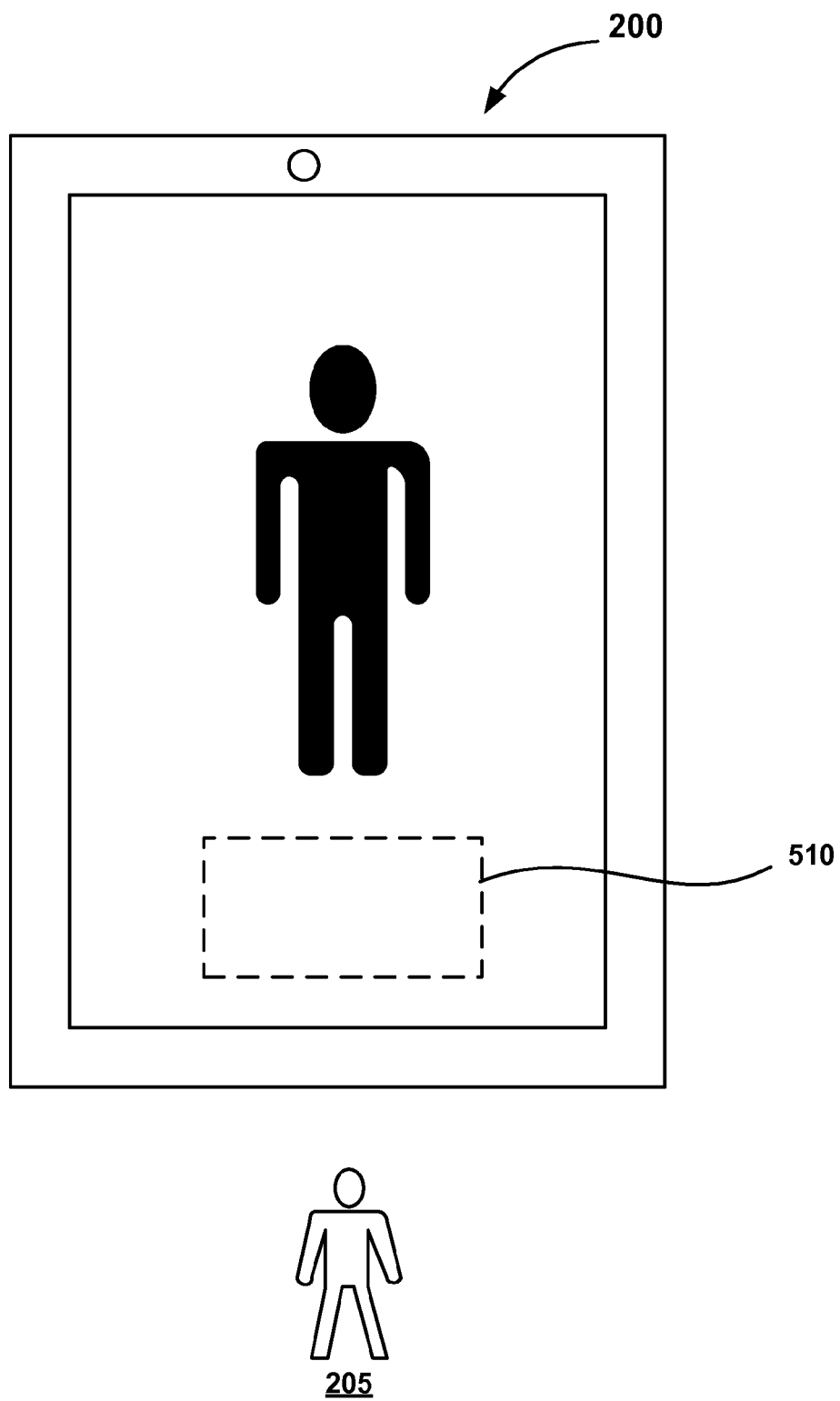


FIG. 3

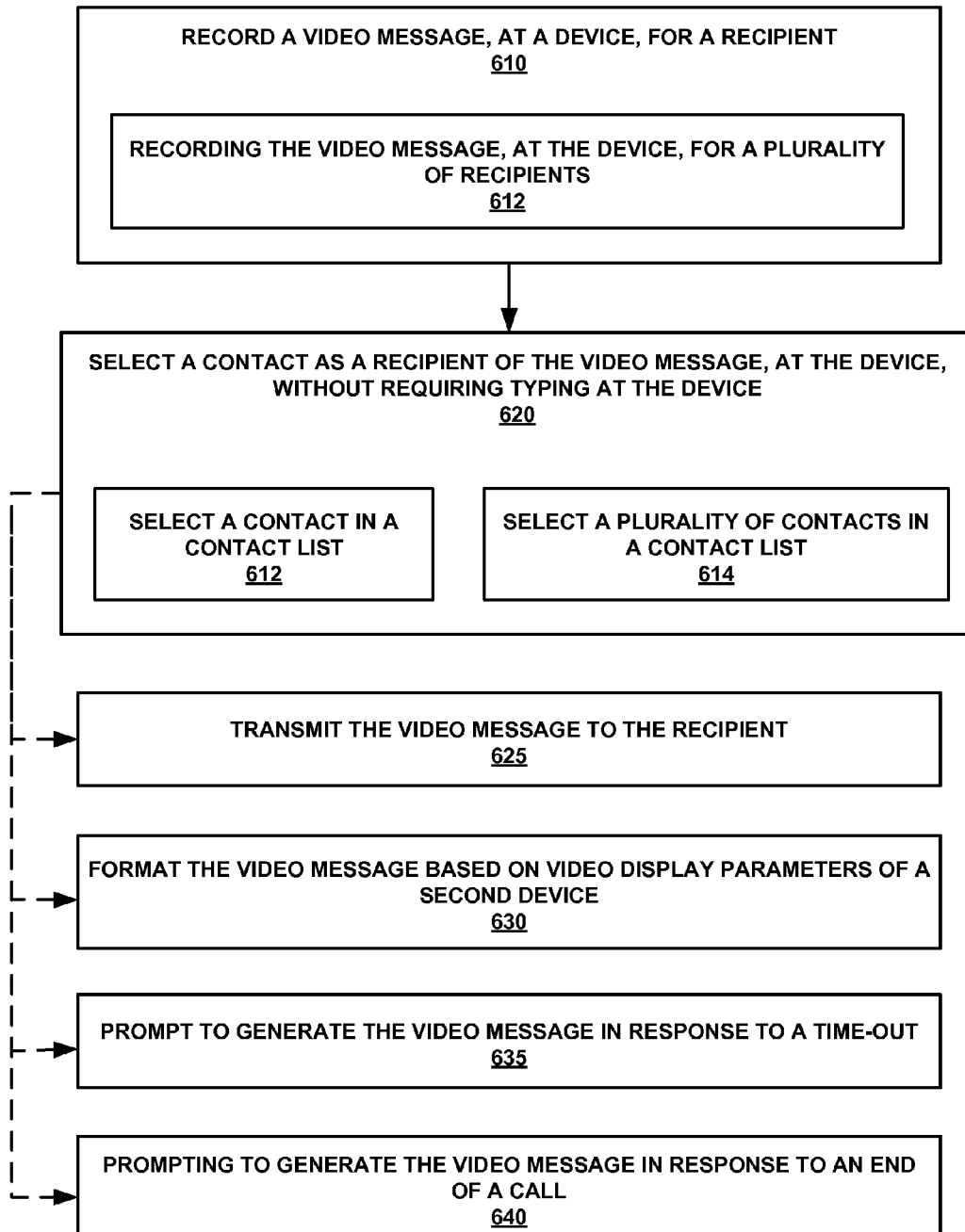


105

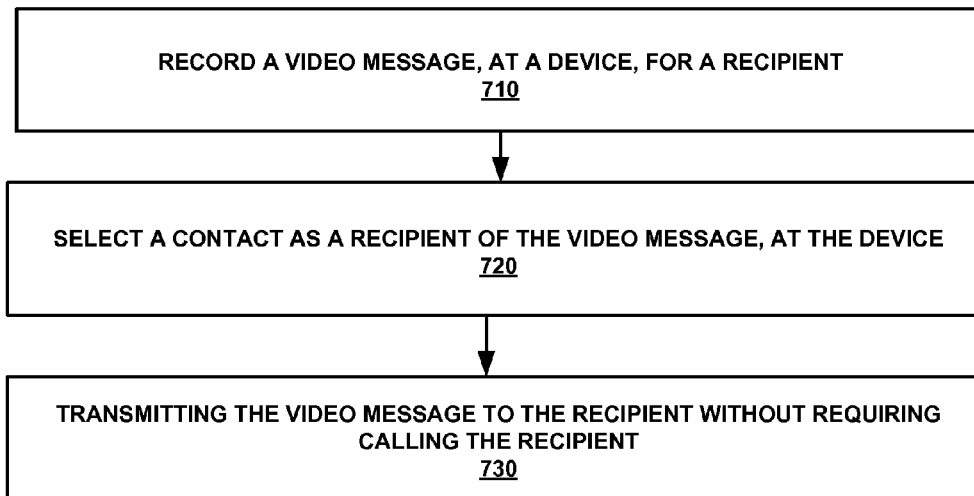
**FIG. 4**

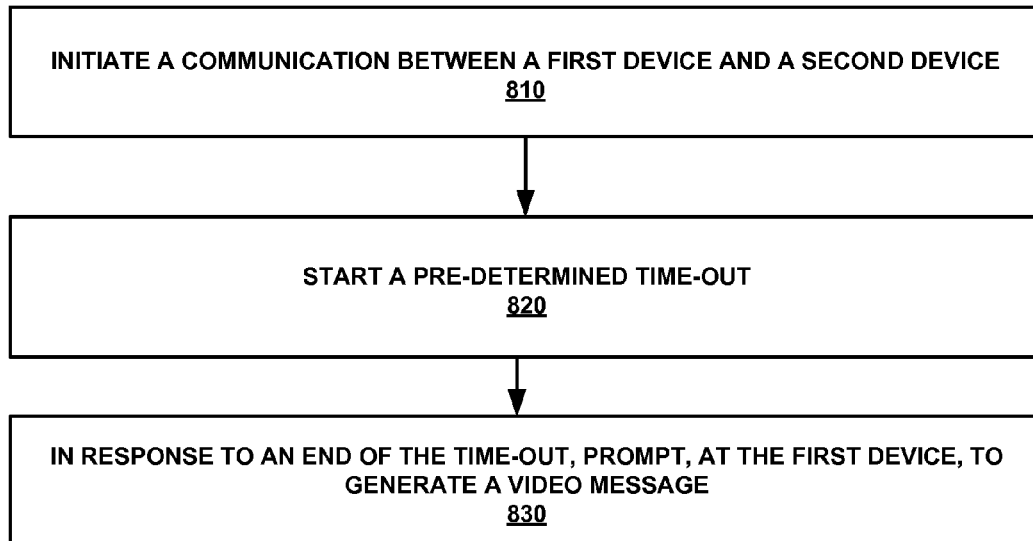


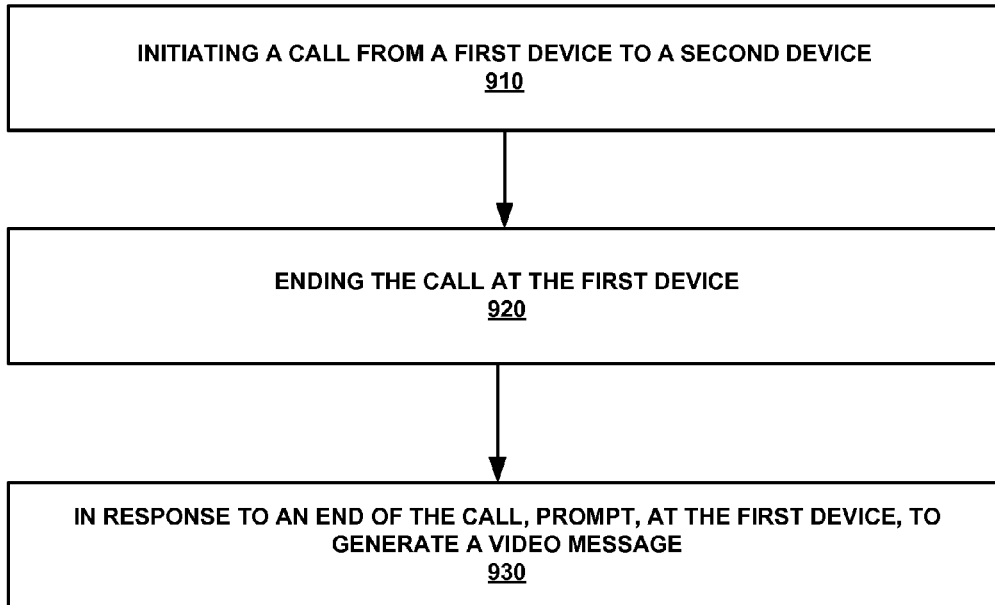
**FIG. 5**

**600****FIG. 6**

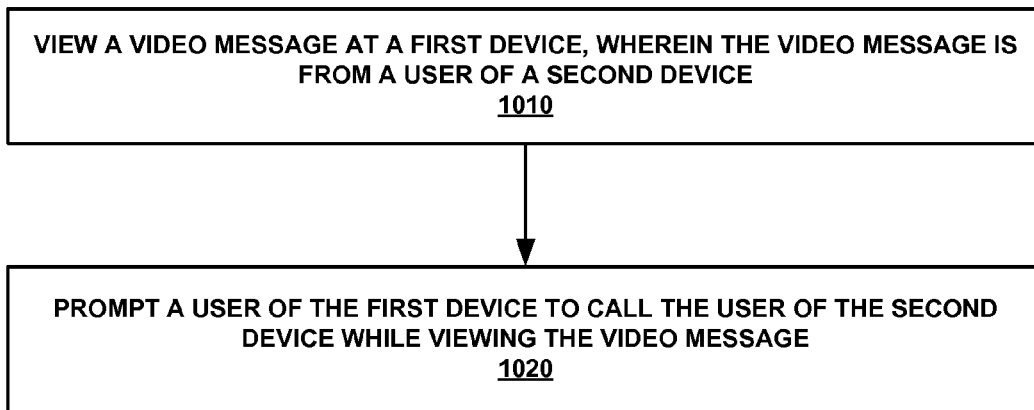


**700****FIG. 7**

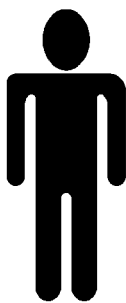
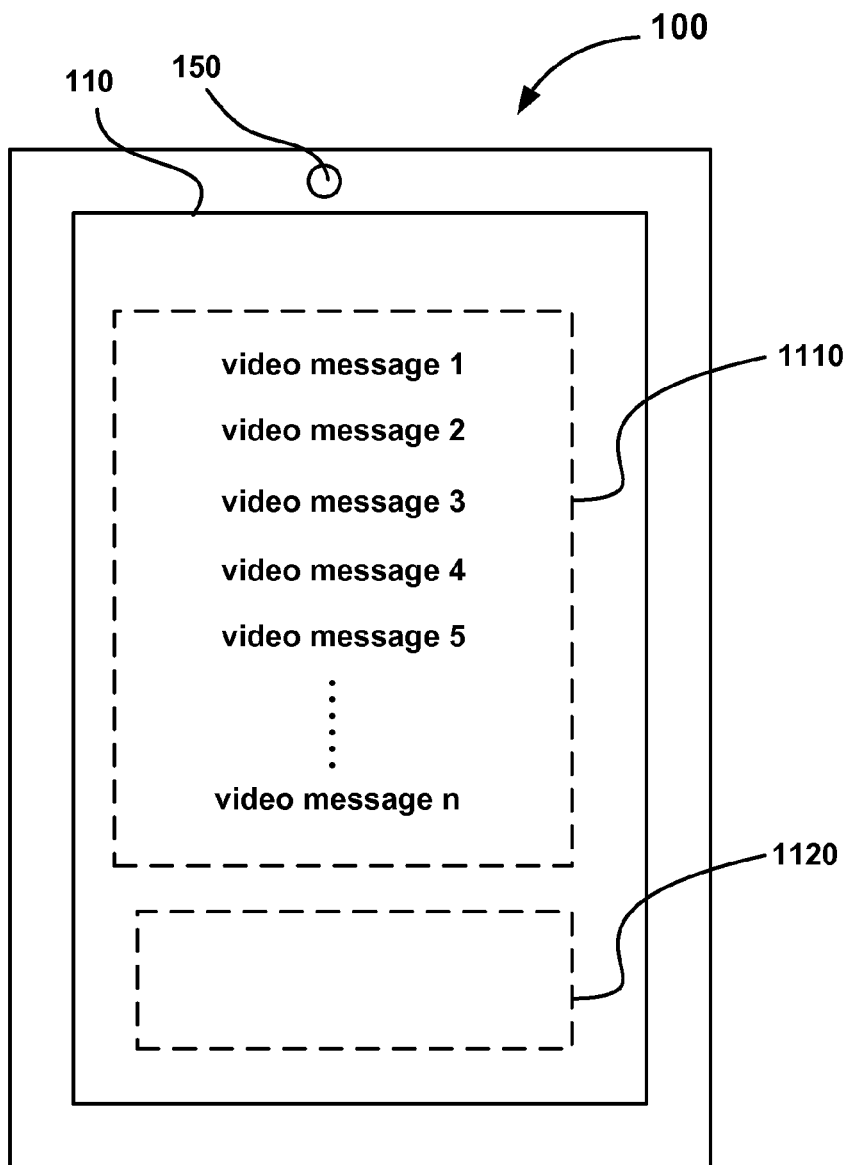
**800****FIG. 8**

**900****FIG. 9**

**1000**

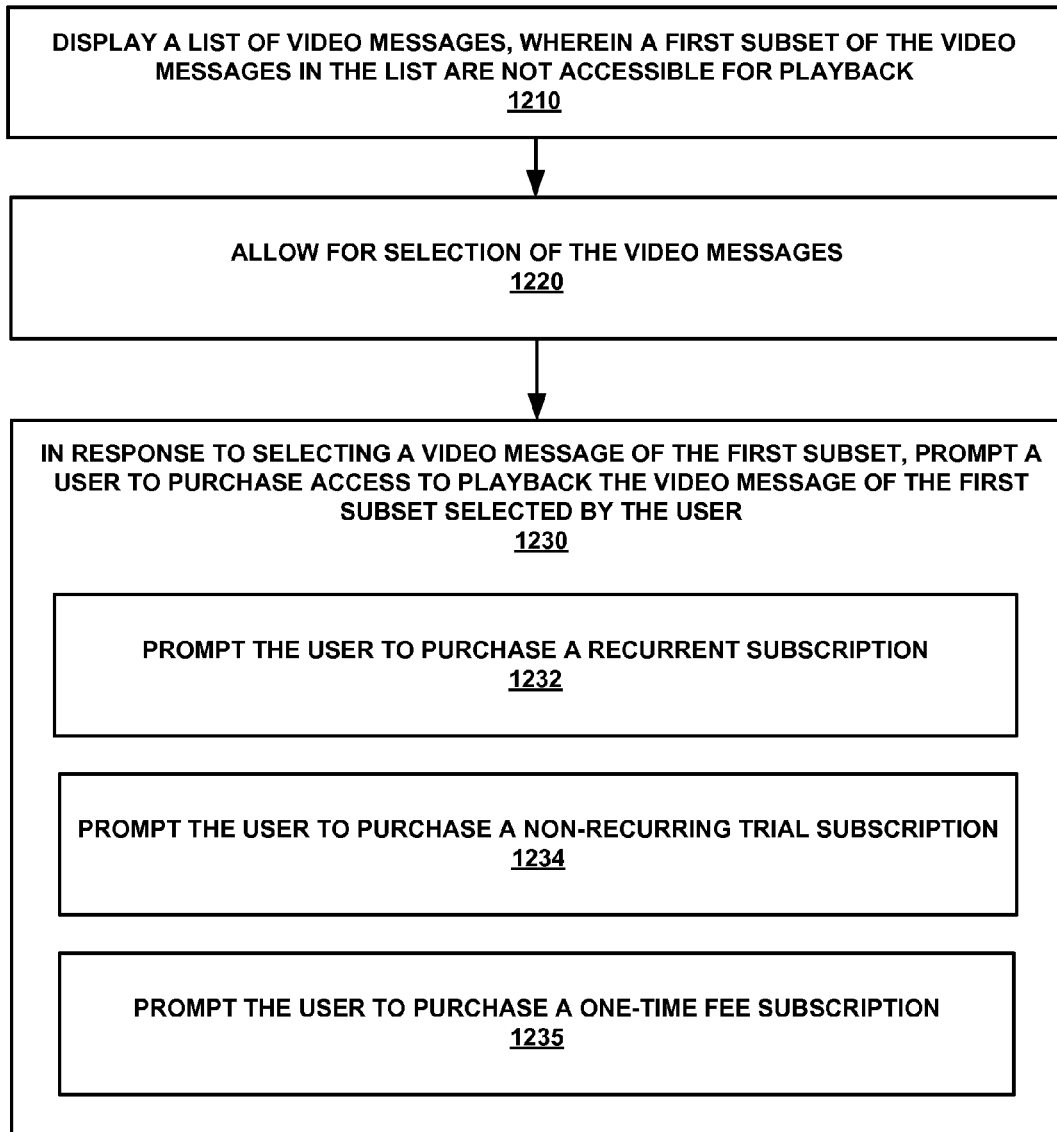


**FIG. 10**



105

**FIG. 11**

**1200****FIG. 12**

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## VIDEO MESSAGING

### CROSS-REFERENCE TO RELATED APPLICATIONS

This application is a divisional application of and claims priority to and benefit of co-pending U.S. patent application Ser. No. 13/309,371 filed on Dec. 1, 2011, entitled "VIDEO MESSAGING," by Eric Setton et al., and assigned to the assignee of the present application.

### BACKGROUND

Participants in a video conference communicate with one another by transmitting audio/video signals to one another. For example, participants are able to interact via two-way video and audio transmissions simultaneously. However, the participants may not be able to completely articulate what they are attempting to communicate to one another based solely on the captured audio captured by microphones and video signals captured by video cameras.

### BRIEF DESCRIPTION OF THE DRAWINGS

FIGS. 1-5 and 11 illustrate embodiments of devices.

FIGS. 6-7 illustrates embodiments of a method for video messaging.

FIGS. 8-9 illustrates embodiments of a method for prompting to generate a video message.

FIG. 10 illustrates an embodiment of a method for callback during playback of a video message.

FIG. 12 illustrates an embodiment of a method for monetization of video messaging.

The drawings referred to in this description should be understood as not being drawn to scale except if specifically noted.

### DESCRIPTION OF EMBODIMENTS

Reference will now be made in detail to embodiments of the present technology, examples of which are illustrated in the accompanying drawings. While the technology will be described in conjunction with various embodiment(s), it will be understood that they are not intended to limit the present technology to these embodiments. On the contrary, the present technology is intended to cover alternatives, modifications and equivalents, which may be included within the spirit and scope of the various embodiments as defined by the appended claims.

Furthermore, in the following description of embodiments, numerous specific details are set forth in order to provide a thorough understanding of the present technology. However, the present technology may be practiced without these specific details. In other instances, well known methods, procedures, components, and circuits have not been described in detail as not to unnecessarily obscure aspects of the present embodiments.

FIG. 1 depicts an embodiment of device 100. Device 100 is configured for participation in a video conference. Moreover, device 100 is further configured to generate and/or receive video messages.

FIG. 2 depicts devices 100 and 200 participating in a video conference. In general, video conferencing allows two or more locations to interact via multi-way video and audio transmissions simultaneously.

The discussion below will first describe the components of device 100. The discussion will then describe the functional-

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ity of the components of device 100 during a video conference between devices 100 and 200. Moreover, the discussion will describe, among other things, the communication of video messaging.

Devices 100 and 200 are any communication devices (e.g., laptop, desktop, smartphones, tables, TV, etc.) capable of participating in a video conference. In various embodiments, device 100 is a hand-held mobile device, such as smart phone, personal digital assistant (PDA), and the like.

Moreover, for clarity and brevity, the discussion will focus on the components and functionality of device 100. However, device 200 operates in a similar fashion as device 100. In one embodiment, device 200 is the same as device 100 and includes the same components as device 100.

Device 100 includes display 110, animation selection receiver 120, animation incorporator 130, transmitter 140, camera 150, microphone 152 and speaker 154. Device 100 optionally includes global positioning system 160.

Display 110 is configured for displaying video captured at device 200. In another embodiment, display 110 is further configured for displaying video captured at device 100.

Animation selection receiver 120 is configured to access a selectable animation. A selectable animation is configured for augmenting a video conference, which will be described in detail below.

Animation incorporator 130 is configured for incorporating the selection of the selectable animation 190 into the video conference. For example, animation incorporator 130 is configured for incorporating the selectable animation into a video captured at device 100 and/or device 200. In one embodiment, the animation incorporator 130 includes an animation manipulator 135 that is configured to enable manipulation of the animation in the video conference.

Transmitter 140 is for transmitting data (e.g., animation, control code).

Optionally, device 100 includes one or more of the following: a video camera 150; a microphone 152; a speaker 154; a global positioning system 160, and contact list 170.

Video camera 150 is for capturing video at device 100. It should be appreciated that device 100 may also include an additional camera (e.g., camera 151) on a back face of device 100 facing opposite camera 150. Microphone 152 is for capturing audio at device 100. Speaker 154 is for generating an audible signal at device 100.

Global positioning system 160 is for determining a location of a device 100.

Contact list 170 is a collection or list of names of individuals. In other words, contact list 170 is an address book for user 105. For example, contact list 170 can include, but is not limited to friends, neighbors, employer, coworkers, relatives of user 105.

In one embodiment, contact list 170 is a global contact list. For instance, the global contact list includes information associated with a plurality of individuals listed in the global contact list. The global contact list can be associated with social graphs, social network site, employer, peers, social groups, educational institutions, etc.

Referring now to FIG. 2, devices 100 and 200 are participating in a video conference with one another. In various embodiments, more than two devices participate in a video conference with each another.

During the video conference, video camera 250 captures video at device 200. For example, video camera 250 captures video of user 205 of device 200.

Video camera 150 captures video at device 100. For example, video camera 150 captures video of user 105. It

should be appreciated that video cameras **150** and **250** capture any objects that are within the respective viewing ranges of cameras **150** and **250**.

Microphone **152** captures audio signals corresponding to the captured video signal at device **100**. Similarly, a microphone of device **200** captures audio signals corresponding to the captured video signal at device **200**.

The video captured at device **200** is transmitted to and displayed on display **110** of device **100**. For example, a video of user **205** is displayed on a first view **112** of display **110**. Moreover, the video of user **205** is displayed on a view **214** of display **210**.

The video captured at device **100** is transmitted to and displayed on display **210** of device **200**. For example, a video of user **105** is displayed on first view **212** of display **210**. Moreover, the video of user **105** is displayed on a second view **114** of display **110**.

In one embodiment, the audio signals captured at devices **100** and **200** are incorporated into the captured video. In another embodiment, the audio signals are transmitted separate from the transmitted video.

As depicted, first view **112** is the primary view displayed on display **110** and second view **114** is the smaller secondary view displayed on display **110**. In various embodiments, the size of both first view **112** and second view **114** are adjustable. For example, second view **114** can be enlarged to be the primary view and view **112** can be diminished in size to be a secondary view. Moreover, either one of views **112** and **114** can be closed or fully diminished such that it is not viewable.

Animation selection receiver **120** receives a selection of a selectable animation **190**, via receiving a selection of a selectable animation representation (e.g., an image representing an animation), for augmenting the video conference. An animation is a simulation of movement created by displaying a series of pictures, or frames. In embodiments, animations themselves can be received at device **100** from a server or device **200** and animations can be received at different times. For example, animations can be received when an augmenting application is downloaded onto device **100**, during login, or in real-time, when the animations are instructed to be incorporated into the video conference. Further, by not limited to, animations can be received by being downloaded with a video conferencing application, by being downloaded later on as part of a selection (e.g., digital catalog), by being downloaded during a call, by being downloaded when the user interacts with the application, by being downloaded when the application is updated.

The set of selectable animation representations **191** that are depicted in FIGS. 2 and 6 (e.g., star, palm tree, flower, rain cloud) are merely a few of any number of examples of animations. It should be appreciated that the set of selectable animation representations **191** may include one or more selectable animation representations. It should be appreciated that an animation can be any object that is capable of augmenting a video conference. In other words, an animation can be any object that is able to supplement the communication between participants in a video conference. For example, animations can be, but are not limited to, a kiss, heart, emoticon, high-five, background (photo-booth type of effects), color space changes, and/or image process changes (e.g., thinning, fattening), or avatars.

It should also be appreciated that is not limited to a viewable animation. For example, an animation can be one of a plurality of sounds, or sounds and video. Additionally, the animations may not necessarily be pre-determined. For example, the displaying of the animations may be a result of an interaction with the user of the application.

In one embodiment, the set of selectable animation representations **191** are displayed on display **110** for viewing by user **105**. For example, the set of selectable animation representations **191** are displayed on the animation display bar **192**. In one embodiment, the animation display bar **192** is overlaid with first view **112**. In another embodiment, the animation display bar **192** is displayed concurrently with first view **112** and/or second view **114**.

In various embodiments, the animation display bar **192** is displayed in response to user input, such as, but not limited to key stroke, cursor movement, a detected touch on a touch screen, and designated movement by a user (e.g., expressions, winking, blowing a kiss, hand gesture and the like).

Animation incorporator **130** facilitates in incorporating selectable animation **190** into the video conference. In one embodiment, at device **100**, animation incorporator **130** incorporates selectable animation **190** into the video captured at device **200**. For example, selectable animation **190** is incorporated above the head of user **205**. Therefore, as depicted, video captured at device **200** is incorporated with the selectable animation **190** and the augmented video is displayed at least at device **200**. Also, the augmented video with incorporated selectable animation **190** is displayed at device **100**.

In one embodiment, user **105** selects selectable animation **190** in the animation display bar **192** and drags the selectable animation **190** to and places it at a location designated by user **105** (e.g., above the head of user **205**, as displayed on first view **112**). Once placed at the designated location, animation incorporator **130** incorporates animation at the designated location.

In another embodiment, animation incorporator **130** generates control code. The control code instructs how selectable animation **190** is to be incorporated into the video captured at device **200**.

For example, control code can be transmitted directly to device **200** to instruct device **200** how selectable animation **190** is to be incorporated into video displayed at device **200**. In such an example, control code signals or instructs device **200** that selectable animation **190** is to be displayed in the video conference. In another example, the control code is sent to a server, device **200** then receives the control code from the server and/or corresponding animation.

FIG. 2 depicts the selectable animation **190** incorporated into the video conference. However, it should be appreciated that any number of selectable animations can be incorporated into the video conference at any time. For example, five different animations, represented by selectable animation representations, that are selected from the set of selectable animation representations may be concurrently incorporated into the video conference.

It should be appreciated that the term “incorporate” used herein, is used to describe that a selectable animation **190** is merely displayed along with some portion of the video conference. As such, the selectable animation **190** is merely displayed concurrently with some portion of the video conference. Accordingly, the selectable animation **190** is understood to be incorporated into the video. However, it is not understood that the selectable animation **190** is integrated with or made part of the video stream.

In one embodiment, the selectable animation **190** is superimposed as an overlay on a video. As such, a selectable animation **190** is concurrently superimposed as an overlay displayed on devices **100** and **200**. For example, a selectable animation **190** is concurrently overlaid on video displayed in view **112** and view **214** (as depicted in FIG. 2), and a selectable animation can be concurrent overlaid on video displayed in view **114** and view **212** (as depicted in FIG. 6).



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In another embodiment, the selectable animation **190** is integrated into the bit stream of the video conference.

In another example, a selectable animation **190** is concurrently overlaid on video displayed in view **112** and view **212**. Also, the selectable animation **190** is displayed in a portion of a display independent of the views at the devices and does not require a two-way video to be active (e.g., a one-way video could be active).

It should be noted that the various embodiments described herein can also be used in combination with one another. That is one described embodiment can be used in combination with one or more other described embodiments.

In one embodiment, transmitter **140** then transmits the video captured at device **200**, which now includes selectable animation **190**, to device **200** (hereinafter, also known as the “second device **200**”) such that the video including selectable animation **190** is displayed on display **210**. In another embodiment, transmitter **140** transmits control code to device **200** (or a server) to instruct device **200** how selectable animation **190** is to be incorporated into the video conference.

Animation manipulator **135** manipulates incorporated selectable animation **190**. In one embodiment, selectable animation **190** is manipulated at device **100**. For example, in response to user input at a touch screen, user **105** rotates selectable animation **190** clockwise. Accordingly, video captured at device **200** (and displayed on device **100** and/or device **200**) is augmented such that the selectable animation **190** spins clockwise.

In another embodiment, selectable animation **190** is manipulated at device **200**. For example, in response to user **205** moving his head from left to right, selectable animation **190** is manipulated (via an animation manipulator of device **200**) such that it moves from left to right with respect to the head movement of user **205**. Accordingly, video captured at device **200** (and displayed on device **100** and/or device **200**) is augmented such that selectable animation **190** is moved from left to right.

In a further embodiment, selectable animation **190** is concurrently manipulated at device **100** and device **200**. For example, in response to user **205** moving his head from left to right and user **105** spinning the selectable animation **190** (as described above), selectable animation **190** is manipulated such that it concurrently moves from left to right with respect to the head movement of user **205** and spins in response to input from user **105**. Accordingly, video captured at device **200** (and displayed on device **100** and/or device **200**) is augmented such that selectable animation **190** is moved from left to right while spinning clockwise.

In a further embodiment, selectable animation **190** is directionally manipulated. For example, user **105** sends a “punch” animation (e.g., fist, boxing glove) to user **205**. Accordingly, user **105** views the “punch” animation going into display **110** and user **205** views the “punch” animation coming out of display **210**.

It should be appreciated that animations are manipulated in response to a variety of inputs. For example, animations can be manipulated via sounds, gestures, expressions, movements, etc. Various examples are: in response to a wink of a user, an animation (e.g., a star) comes out of the eye of the user; and in response to a kiss by a user, red lips fly out of the mouth of the user.

In one embodiment, the set of selectable animation representations **191** are not displayed on display **110** and/or animation display bar **192** until there is at least one of a variety of inputs, as described above. For example, an animation of a heart is not displayed until there is tapping on a touch screen.

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Any number of animations can be accessed and/or selected to be incorporated into the video conference. In one embodiment, the set of selectable animation representations **191** are geographical-related animations. For example, the set of selectable animations **191** are based on a location of devices **100** and/or **200**.

In particular, if device **100** is located in Hawaii, then the set of selectable animation representations **191** are related to that location. For example, geographical-related animations, based on a location in Hawaii determined from GPS **160**, could be, but are not limited to, a surfboard, sun, palm tree, coconut, etc.

It should be appreciated that the determination of location can be provided in a variety of ways. For example, the determination of a location of a device can be based on information provided by a user upon registrations, an IP address of the device or any other method that can be used to determine location.

In another embodiment, the set of selectable animations **191** are temporal-related animations based on a time of the video conference. For example, if the video conference occurs on or around Christmas, then animations would be Christmas related (e.g., stocking, Christmas tree, candy cane, etc.). In another example, if the video conference occurs in the evening, then animations would be associated with the evening (e.g., moon, stars, pajamas, etc.).

In a further embodiment, the set of selectable animation representations **191** are culturally-related animations. For example, if user **105** and/or user **205** are located in Canada, then the set of selectable animation representations **191** could be, but are not limited to, a Canadian flag, hockey puck, curling stone, etc.

In yet another embodiment, the set of selectable animation representations **191** are available and/or accessed based on account status. For example, user **105** has a payable account to have access to the set of selectable animation representations **191**. If user **105** has provided adequate payment to the account, then user **105** is able to access the set of selectable animation representations **191**. In contrast, if user has not provided adequate payment to the account, then user **105** is unable to access the set of selectable animation representations **191**.

Moreover, use and selection of animations can be specifically related to events, holidays, special occasions and the like. Holidays can be, but are not limited to, religious holidays (e.g., Christmas, Easter, Yom Kippur, etc.), national holidays (e.g., New Years, Presidents Day, Memorial Day, etc.) or any other observed holiday (official or unofficial). Events or special occasions can be, but are not limited to, birthdays, anniversaries, graduation, weddings, new job, retirement and the like.

For example, on or around Thanksgiving, animations of a turkey, pumpkin pie, a Pilgrim and the like are selected and/or used. In another example, on or around St. Patrick’s Day, animations of a shamrock, a pot of gold, and a leprechaun are selected and/or used. In a further example, on or around Easter, animations of an Easter bunny and Easter eggs are selected and/or used.

In one embodiment, a user is prompted to utilize an animation specifically related to events, holidays, special occasions and the like. For example, on or around the Fourth of July, a user is prompted to select and/or use animations (e.g., fireworks) specifically related to the Fourth of July. In particular, the animations are presented to a user and the user is prompted to send the animations to another user in the videoconference. In other words, the animations are incorporated into the video conference.

In another embodiment, a user can be prompted to send an animation to another user where a relationship between the parties is suspected, known, or inferred. For example, a mother is speaking with her son over a video conference. If the mother/son relationship is suspected, known, or inferred, then the son is prompted to utilize animations (e.g., flowers) specifically related to Mother's Day.

The relationship can be determined in a variety of ways. For example, the relationship can be determined based on, but not limited to, surname, location of users, call logs, etc.

Moreover, the son may be prompted with a message, such as "This appears to be your mother. Is this correct?" As such, if the son responds that he is speaking with his mother, then the son is prompted to utilize animations (e.g., flowers) specifically related to Mother's Day.

It should also be appreciated that animations can enhance revenue stream. For example, 100,000 animations are used on Valentine's Day, and there is a \$0.50 fee for each animation. As a result, \$50,000 in fees is accumulated on Valentine's Day.

FIG. 3 depicts an embodiment of device 100 utilized to generate a video message. For example, user 105 records a video message captured by camera 150. The video message includes a video of user 105 (as depicted in first view 112) saying "Merry Christmas."

FIG. 4 depicts an embodiment of device 100 displaying contact list 170. Continuing the example above, user 105 is able to select one contact or a plurality of contacts in contact list 170 as recipient or recipients of video message. Once selected, user 105 can "send" the video message to the selected contact(s). For instance, transmitter 140 transmits the video message to device 200 of user 205.

It should be appreciated that a contact (or contacts) can be selected recipients of the video message without requiring typing at device 100. For example, user 105 may scroll along contact list 170 and select to whom the video message will be sent. Accordingly, user 105 is not required to type in a phone number, email address, name or the like in order to select the recipient of the video message and subsequently send the video message.

In one embodiment, user 105 attempts to call user 205. For example, user 105 selects user 205 on contact list 170 and attempts to call user 205 on his phone (e.g., device 200). However, the call is not completed due to one of a variety of reasons. For example, user 205 is busy and chooses not to answer the phone, the network system is down, user 205 is unaware that the call is being placed, etc.

Accordingly, due to the call not being answered, user 105 ends the call (e.g., by pressing "end"). As a result, prompt 310 is displayed. Prompt 310 is for prompting user 105 to leave a video message. For example, prompt 310 states "Would you like leave a video message?" If user 105 selects "No," then no video message is created. However, if user 105 selects "Yes," then user 105 generates a video message for user 205, as described above.

It should be understood that the term "prompt" used herein may be any functionality that provides for serving to suggest or remind a user of an action that may be taken. In one embodiment, a prompt may be a pop-up that suggest an action that may be taken. The pop-up may appear in response to a keystroke or another action taken by a user. In another embodiment, a prompt may be a button or the like (that is not a pop-up) that displays text. The button or the like may be displayed during the entirety a particular screen that is presented to the user.

In one embodiment, user 105 places a call to user 205. In response to placing the call, a pre-determined time-out is

started. For example, a time-out of 60 seconds is started. At the end of the time-out and the call not being answered, prompt 310 is displayed.

In another embodiment, user 105 generates a video message without requiring a call or an initiation to communicate with another user. For example, user 105 wishes to leave a video message for user 205. User 105 then simply creates a video message and subsequently sends the message to user 205 without attempting to call user 205 on device 200.

FIG. 5 depicts an embodiment of device 200 displaying a video message. For instance, user 205 receives and views the video message sent by user 105. During playback of the video message, prompt 510 is displayed. Prompt 510 is for prompting user 205 to call user 105 during the viewing of video message. For example, prompt 510 states "Would you like to call John Doe?" If user 205 selects "Yes," then a call is placed to user 105 (i.e., John Doe) such that user 205 and user 105 may have a real-time conversation.

FIGS. 6 and 7 depict embodiments of methods 600 and 700 for video messaging. In various embodiments, methods 600 and 700 are carried out by processors and electrical components under the control of computer readable and computer executable instructions. The computer readable and computer executable instructions reside, for example, in a data storage medium such as computer usable volatile and non-volatile memory. However, the computer readable and computer executable instructions may reside in any type of computer readable storage medium. In some embodiments, methods 600 and 700 are performed at least by devices 100 and/or 200.

At 610 of method 600, a video message is recorded for a recipient. For example, user 105 records a video message at device 100. The video message is intended to be sent to and received by user 205 at device 200. It should be appreciated that the video message can be captured via camera 150 or camera 151. As such, the video message can contain a video of user 105 or may not contain a video of user 105. In particular, the video message can include a video of other objects or surroundings in proximity to user 105.

In one embodiment, at 612, the video message is recorded for a plurality of recipients. For example, the video message captured by user 105 is intended for a plurality of people in contact list 170 of user 105.

At 620, a contact is selected as a recipient of the video message, at the device, without requiring typing at the device. For example, user 105 selects user 205 as the recipient of the video message. In particular, user 105 scrolls over "contact 1" in contact list 170 and selects contact 1 without requiring typing at device 100. In other words, user 105 is not required to type the name, phone number or any other text at device 100 in order to select a recipient for the video message to be sent to.

In one embodiment, the recording of the video message occurs prior to the selecting a contact as a recipient of the video message. In another embodiment, the selecting a contact as a recipient of the video message occurs prior to the recording of the video message.

In one embodiment, at 612, a contact is selected from a contact list. For example, contact 2 is selected as a recipient of the video message.

In another embodiment, at 614, a plurality of contacts are selected in the contact list as the recipients of the video message. For example, user 105 selects contacts 1-3 as recipients of a video message containing user 105 saying "Merry Christmas."

At 625, the video message is transmitted to the recipient. For example, the video message captured at device 100 is transmitted by transmitter 140 to device 200 for viewing by

user **205**. In particular, the video message is transmitted in response to user **105** pressing a button indicating “send” or the like.

At **630**, the video message is based on video display parameters of a second device. In various embodiments, transcoding means that are well known in the art are utilized to transcode the video message such that the video message is properly viewed on device that receives the video message from another device. For example, the transcoding enables the video message to be in proper format (e.g., size, orientation, etc) such that it is properly viewed.

At **636**, the generation of the video message is prompted in response to a time-out. For example, a time-out of 60 seconds is initiated when user **105** calls user **205**. If the call is not answered by the end of the time-out, then prompt **310** is displayed prompting user **105** to generate a video message for user **205**.

At **710** of method **700**, a video message is recorded for a recipient. For example, user **105** records a video message, at device **100**, for user **205** to view the video message at device **200**.

At **720**, a contact is as a recipient of the video message. For example, user **105** selects user **205**, at device **100**, as a recipient of the video message.

In one embodiment, the recording of the video message occurs prior to the selecting a contact as a recipient of the video message. In another embodiment, the selecting a contact as a recipient of the video message occurs prior to the recording of the video message.

At **730**, the video message is transmitted to the recipient without requiring calling the recipient. For example, user **105** may record and subsequently transmit the video message to user **205** without requiring calling user **205**. The term “calling” or “call” as used herein refers to a user of a first device communicating in real-time with user of a second device. For example, user **105** and user **205** conducting a real-time video conference or telephone conversation over devices **100** and **200**.

FIGS. **8** and **9** depict embodiments of methods **800** and **900** for prompting to generate a video message. In various embodiments, methods **800** and **900** are carried out by processors and electrical components under the control of computer readable and computer executable instructions. The computer readable and computer executable instructions reside, for example, in a data storage medium such as computer usable volatile and non-volatile memory. However, the computer readable and computer executable instructions may reside in any type of computer readable storage medium. In some embodiments, methods **800** and **900** are performed at least by devices **100** and/or **200**.

At **810** of method **800**, a communication is initiated between a first device and a second device. For example, user **105** using device **100** initiates a phone call to user **205** using device **200**.

At **820**, a pre-determined time-out is started. For example, a time-out of 90 seconds is initiated in response to the user **105** calling user **205**.

At **830**, in response to an end of the time-out, a prompt is displayed at the first device to generate a video message. For example, user **205** does not answer the call from user **105** after 90 seconds, accordingly, prompt **310** is displayed which prompts user **105** to generate a video message for user **205**.

At **910** of method **900**, a call is initiated from a first device to a second device. For example, a telephone call from device **100** is made to device **200**.

At **920**, the call is ended at the first device. For example, user **205** does not answer the phone call from user **105**. As such, user **105** ends the call by hanging up the phone (e.g., pressing “end”).

At **930**, in response to an end of the call, a prompt is displayed, at the first device, to generate a video message. For example, in response to user **105** ending the phone call, prompt **310** is displayed which prompts user **105** to generate a video message for user **205**.

FIG. **10** depicts an embodiment of methods **1000** for call-back during playback of a video message. In various embodiments, method **1000** is carried out by processors and electrical components under the control of computer readable and computer executable instructions. The computer readable and computer executable instructions reside, for example, in a data storage medium such as computer usable volatile and non-volatile memory. However, the computer readable and computer executable instructions may reside in any type of computer readable storage medium. In some embodiments, method **1000** is performed at least by devices **100** and/or **200**.

At **1010** of method **1000**, a video message is viewed at a first device, wherein said video message is from a user of a second device. For example, user **205** views, at device **200**, a video message from user **105**.

At **1020**, a user of the first device is prompted to call said user of the second device while viewing the video message. For example, user **205** is prompted with prompt **510** to call-back user **105** while user **205** is viewing the video message from user **105**.

FIG. **11** depicts an embodiment of a list of video messages. For instance, user **105** is a recipient of video messages. As such, a list of video messages **1110** may be displayed on device **100**. The list of video messages may be listed in chronological order, by name of the person who sent the video message, etc.

In one embodiment, each video message may be listed by the name of the person who sent the message. For example, video message **1** is listed as “Jane Doe” because it was sent from Jane Doe, while video message **2** is listed as “John Doe” because it was sent from John Doe.

The video messages may be selected by user **105**. For example, user **105** may scroll over the list of video messages and select a particular message that is desired be played back.

In one embodiment, all of the video messages are accessible. That is, any of the video messages may be selected for playback in response to the user selecting that particular video message.

In another embodiment, a subset of video messages **1110** are not accessible for playback. Although the subset of video messages **1110** are listed, they are not available for playback. For example, only the most recent three video messages are available. Accordingly, user **105** may select any of the three most recent videos for immediate playback.

However, any of the subset of video messages (e.g., video message **4** through video message **n**) may not be accessible for immediate playback. If any of the video messages in the subset of video messages are selected, then prompt **1120** is displayed to prompt user **105** to purchase access to the selected video message or any other of the video messages in the subset of video messages.

In another embodiment, if any of the video messages in the subset of video messages are selected, a purchase screen is displayed such that user **105** may purchase access to the selected video message or any other of the video messages in the subset of video messages.

The subset of video messages may be visually distinct from the other video messages. For example, the three most recent

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video messages may be in black font, while the subsequent video messages may be “grayed out.” In another example, a line may be displayed between the five most recent video messages and the subsequent video messages indicating that the five most recent messages are available for immediate playback while the subsequent video messages are not accessible for immediate playback.

FIG. 12 depicts an embodiment of methods 1200 for monetization of video messaging. In various embodiments, method 1200 is carried out by processors and electrical components under the control of computer readable and computer executable instructions. The computer readable and computer executable instructions reside, for example, in a data storage medium such as computer usable volatile and non-volatile memory. However, the computer readable and computer executable instructions may reside in any type of computer readable storage medium. In some embodiments, method 1200 is performed at least by devices 100 and/or 200.

At 1210 of method 1200, a list of video messages is displayed, wherein a first subset of the video messages in the list are not accessible for playback. For example, a list of video messages 1110 is displayed. In particular, a first subset of video messages (e.g., video message 4 through video message n) are listed, however, they are not accessible for immediate playback.

At 1220, selection of the video messages is allowed. For example, any of the listed video messages are able to be selected for playback. However, some video messages may be listed but they may not be accessible for immediate playback.

At 1230, in response to selecting a video message of a first subset, a user is prompted to purchase access to playback the video message of the first subset selected by the user. For example, if user 105 selects any, some or all of video message 4 through video message n, then user 105 is prompted by prompt 1120 to purchase access to the selected video messages in the first subset of video messages not accessible for immediate playback. In such an example, the prompt may state “Monthly Plan—\$4.99” with a button stating “Get it Now.” If user selects the button, then the user purchases a monthly plan for \$4.99 to gain access to video messages in the first subset of video messages, as described above. Accordingly, the service provider of the management of the video messages receives the \$4.99.

In one embodiment, at 1232, the user is prompted to purchase a recurrent subscription. For example, a user is prompted to purchase a recurrent yearly subscription for access to all of the video messages.

In another embodiment, at 1234, the user is prompted to purchase a non-recurring trial subscription. For example, user 105 is prompted to purchase a non-recurring 10-day trial for access to immediate playback to all of the video messages.

In a further embodiment, at 1235, the user is prompted to purchase a one-time fee subscription. For example, user 105 is prompted to purchase a one-time fee subscription for access to immediate playback of all the video messages.

In one embodiment, a video message may be selected to be transferred or downloaded to a user’s personal media library. For example, user 105 selects any of the video messages to be transferred to his personal video library. In such an example, the user may be prompted to purchase the ability to transfer the selected video message to his personal media library.

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It should be appreciated that monetization, as described above, is not limited to video messages. For example, monetization can be applied to other features/services used by devices 100 and/or 200. In one embodiment, selectable animation 190 may be purchased for use in the call between device 100 and 200.

Thus, the monetization of the method for augmenting a video conference with one or more animations includes making known to the user of device 100 and/or 200 those animation features that are available for purchase. Various embodiments include providing a sequence of selectable tabs overlaid on a user interface that enable a user to make desired and convenient selections. These choices include, but are not limited to the following: subscribing to packages for a specific monetary amount for a certain period of time; and accepting a free animation “pre-trial”. In general, the selectable choices regarding a subscription are generated and communicated to the users of devices 100/200, in some embodiments, at the end of the video conference. As described herein, if it is determined that a user does not possess the required subscription to access particular animations, a subscription offer is then made to the user via purchase information detailed on selectable images.

Various embodiments are thus described. While particular embodiments have been described, it should be appreciated that the embodiments should not be construed as limited by such description, but rather construed according to the following claims.

What we claim is:

1. A computer-implemented method for monetization of video messaging, said method comprising:

displaying a list of video messages, wherein said list is displayed such that each listed video message of said list of video messages is displayed simultaneously, wherein a first subset of said video messages in said list is not accessible for playback until a purchase by a user occurs;

allowing for selection of a video message of said first subset of said video messages; and

in response to selecting said video message, prompting said user to purchase access to playback said video message selected by said user.

2. The computer-implemented method of claim 1, further comprising:

prompting said user to purchase a recurrent subscription to gain access to all of said first subset of video messages.

3. The computer-implemented method of claim 1, further comprising:

prompting said user to purchase a non-recurring trial subscription to gain access to all of said first subset of video messages.

4. The computer-implemented method of claim 1, further comprising:

prompting said user to purchase a one-time fee subscription to gain access to all of said first subset of video messages.

5. The computer-implemented method of claim 1, wherein a display of each listed video message of said first subset of video messages are visually distinct from other listed video messages within said list of video messages.

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